

JOB TITLE:	Public Relations/Social Media Specialist	STATUS:	Non-Exempt
REPORTS TO:	Director of Marketing & Communications	HOURS:	Full Time
DATE:	June 2021	DEPT:	Marketing & Communication

CFT's Vision

To build thriving communities for all

CFT's Mission

To improve the lives of all people in our community by investing in their health, wealth, living and learning. We accomplish this by growing community giving, expanding community impact, and advancing community equity. We work to meet our mission by:

- Providing giving opportunities through charitable and legacy living, planning, and consulting for individuals, families, nonprofits, and businesses
- Grantmaking and engaging our community around priority issues
- Increasing academic achievement and educational equity for all students in Texas, especially African American, Latino, and economically disadvantaged
- Developing and sharing knowledge and expertise about community needs and resources

CFT's Values

Enhancing the experience and impact of giving through:

1. Exemplary service;
2. Wise stewardship of resources; and as a
3. Trusted partner for community knowledge and collaboration.

[Communities Foundation of Texas'](#) main focus is to enhance the experience and impact of giving for individuals, families, companies, foundations and nonprofits by offering charitable tools like donor-advised funds, scholarships, [North Texas Giving Day](#) and more. CFT's strategic plan includes 1) growing giving in our region, 2) catalyzing change in critically important areas such as education, medical and scientific research and public safety and 3) strengthening the local philanthropic sector of donors and nonprofits. CFT programs include [Educate Texas](#), [Working Families Success Network](#), the W. W. Caruth, Jr. Fund and other key initiatives. Since 1953, CFT has granted more than \$2 billion to support nonprofits in our region, across the nation and the world. Learn more at www.CFTexas.org and through this [recent overview video](#).

Position Summary

The public relations and social media specialist is responsible for assisting the director in implementing CFT's public relations and social media communication strategies to increase awareness and positive recognition of CFT. Primary objectives of the position include maintenance of CFT's brand integrity in both public relations and social media and creating a common understanding of CFT as a trusted partner for community knowledge and collaboration. This position is responsible for consistent and cohesive messaging that speaks to the community at large, as well as to specific target audiences among CFT stakeholders such as donors, prospects, professional advisors, nonprofits, community leaders and funding partners. This role will execute implementation of a public relations and social media strategy aligned with CFT's overall strategic plan, while also supporting a variety of special initiatives and programs of the foundation (e.g. [North Texas Giving Day](#), CFT for Business, [Educate Texas](#), W. W. Caruth, Jr. Fund, Working Family Success Network, Collin County initiatives, Emerging Leaders in Philanthropy, Live Oak Society, etc.). This position reports to the Director of Marketing & Communications.

Essential duties and principal responsibilities include but are not limited to:

- **Public relations, outreach and earned media:**
 - Develop in collaboration with director a public relations plan to further the brand awareness and recognition of CFT and its sub-brands
 - Manage and execute the public relations plan for CFT, tailored to key audiences and objectives by integrating various foundation initiatives
 - Recommend and pitch potential story opportunities to director from departments across the CFT enterprise
 - Write press releases requested from departments across the CFT enterprise as well as those to support the strategic public relation strategy for the organization
 - Submit press releases and pitch to appropriate media outlets
 - Follow up with reporters and media outlets, building and expanding relationships and offering CFT staff as thought leaders and experts
 - Work with director and outside public relations firm when applicable to prepare and execute media strategy, press releases, and manage media relationships
 - Manage projects with outside PR firms to garner extensive positive media coverage for Communities Foundation of Texas as a hub for philanthropy, Educate Texas as a trusted change agent for Education across Texas, and North Texas Giving Day, as needed
 - Manage the day-to-day tracking within the media monitoring platform (currently Cision); Regularly update media results dashboard, hits, impressions and outlets as well as ad value equivalency and other key performance indicators for regular reporting to Executive Leadership and Board of Directors

- **Social Media:**
 - Lead social media strategy and serve as project manager over the creation and maintenance of CFT’s social channels (Facebook, Twitter, LinkedIn, Instagram, etc.)
 - Write, design, and post all social media content for core CFT, including management and daily use of social media management platform (currently SproutSocial) and serving as the lead responder to inbox messages, comments, tags, etc.
 - Coordinate with other CFT employees engaged in social media for their departments to ensure adherence to brand standards, optimize effectiveness and ensure appropriate timing of posts
 - Create content, methods, and tools for use by employees to facilitate their further engagement in social media strategy and to help amplify staff as brand ambassadors through social media
 - Manage the overall Social Media communications calendar in conjunction with the enterprise editorial and publication schedule
 - Maintain standardized social media CFT collateral materials to present a cohesive brand image.
 - Maintain CFT’s social media policy to ensure overall organization adherence
 - Measure, evaluate, and report on effectiveness of strategy and tactics, utilizing and optimizing social media management platform analytics tracking as needed (currently SproutSocial)
 - Stay up-to-date on social media best practices, platforms, tools, integrations, and social media algorithm changes to adjust strategy and tactics as needed for highest ROI

- **Advertising:**
 - Research and recommend potential digital/social advertising opportunities
 - Obtain advertising quotes, coordinate schedules, manage and execute any paid social campaigns within budget

- Manage social media vendor relationships
- Execute social media placement, sizing ads, prepping ads for paid and donated placement, and extending social media campaigns on CFT's owned properties
- **People, Events and Budget Management**
 - Assist CFT staff on public speaking engagements and media relations as needed. Execute social and PR initiatives for spokespeople for the foundation
 - Plan and execute social media and PR event coverage via social media, live streaming, feature writing, pitches, blogs, and more
 - Manage reporting of metrics on PR and social media initiatives to further optimize and extend brand awareness and drive business leads and donations. Track overall effectiveness

Qualifications

- 3-5 years successful experience in public relations and social media with a focus on measuring effectiveness, data analysis and insights for improving execution
- Bachelor's degree required; specific degree in Digital Communications, Public Relations, Journalism, or Integrated Marketing preferred
- Please provide portfolio examples of:
 - Writing of press releases
 - Stories pitched and picked up by media outlets
 - Writing and designing of social posts
 - Writing of blog posts and/or stories/features

Skills & Requirements

- Belief in, commitment to, and ability to speak persuasively about the mission of Communities Foundation of Texas, its programs/services and community impact
- Optimistic problem-solver with the ability to think critically
- Joyful person who motivates others to reach shared goals
- Excellent communicator: verbal and written
- Ability to write clear, direct, succinct communications materials
- Attention to detail and accuracy
- Ability to think critically and interact with all levels of staff and external constituents.
- At ease communicating with internal/external stakeholders across broad range of topics including nonprofit/community impact, strategic philanthropy, high net worth asset management and public affairs
- Ability to manage multiple assignments and tasks simultaneously
- Strong time management skills and consistency in meeting deadlines
- At ease with ambiguity. Can handle undefined assignments and self-motivate to reach goals
- Demonstrated strategic thinking skills combined with the ability to implement effective plans
- Strong media strategy orientation to assist director on wide range of communication platforms (including media relations, web, social media, etc.) with the ability to forecast potential risks and challenges and develop plans to prepare and respond
- Initiative to create, edit and/or assist in all collateral materials including web, PowerPoint presentations, electronic and print newsletters, annual report, brochures, etc.
- Ability to set realistic budgets and effectively manage plans and activities to the budget
- Working knowledge of the Web as an effective strategic communications channel and ability to directly, personally maintain website daily, as well as send out email blasts

- Ability to work successfully under pressure with competing priorities and keep a sense of humor
- Valid state issued driver's license

Disclaimer: The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. Overview is not intended to be construed as an exhaustive list of all responsibilities, duties and/or skills required of all employees within this class.

Accommodations: Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

If interested, please send your cover letter, resume and salary requirements to:
careers@cftexas.org